



## *Business & Marketing Consultation*

eMarketing Concepts can offer expert consultation to make sure that tactical website design, e-marketing, and traffic-generation tasks are skillfully blended at an optimal level. eMarketing Concepts recognizes that if you cannot successfully expose your product, your company becomes one of the thousands which floats with unrealized potential rather than soaring with success.

# Generating and Converting Traffic into Business

Promoting your business through marketing efforts and web exposure is of utmost importance in today's business environment. eMarketing Concepts can provide the tools you need to drive customers to your door; and, more importantly, generate sales and long-standing relationships with your clientele. eMarketing Concepts can assist you with website design, search engine placement and online marketing and development. eMarketing Concepts can increase your company's visibility through strategic search engine placement, called Search Engine Optimization (SEO). Website placement, coupled with a winning design and message on your site, is the recipe for success. Search engine marketing gets the initial interest, but the website itself makes the sale. If the website's design and placement are creatively and effectively implemented, a visitor will become a client.

eMarketing Concepts is more than just an e-marketing company; we have teamed up with CEOs and Marketing Officers in various fields who are experts in diversified business industries. These partners understand complex business environments and know how to get leads, and further, know how to get people to buy. With the seamless integration of day-to-day activities with the knowledge of experts and the technology of today, eMarketing Concepts offers marketing tools - and more - for your industry at its core.

# Thus, eMarketing Concepts is invaluable to your business.

**eMarketing Concepts can improve your business, no matter what industry you're in.**

Let's suppose you are the owner of a fitness studio. eMarketing Concepts can create an interactive website for your sales staff to track client contact information, details about VIPs (leads that current clients provide in exchange for membership discounts or prizes), bookings, membership ratios, etc. Furthermore, the website can be configured to alert the sales staff of when to next make contact with a lead in an appropriate manner.

eMarketing Concepts can supply your company with **professional form letters**, which facilitate the communication process at every step along the way. For example, an introductory welcome letter can be generated to thank a lead for visiting the facility. The salesperson will have entered the date of the lead's first visit. If the lead makes a second visit to the facility within a week, a second letter describing a current promotion is sent. If the lead does not make a second visit within a week, a different second letter is generated - offering the client a free personal training session. The salesperson logs whether the lead has made the second visit and has redeemed the personal training session, and further correspondence is then generated as appropriate.

# Making your Website "Sticky"



If you don't already have a website, click here to better understand the benefits of building a website for your business.

## **What does it mean to be "Sticky"?**

Building a "sticky" website means that people who visit your site see value in it almost immediately and thus:

**(i) want to remain there longer** thereby increasing your chances that they will perform your desired action(s); and,

**(ii) want to revisit your site** more in the future (creating recurring traffic).

The internet makes it so easy to jump around. There are over 100 million distinct websites currently, and tens of thousands more popping up everyday. Geographical limitations to competition are virtually nonexistent on the web. So getting traffic to your site is not the only battle you must win, and arguably is not the most important. Instead your efforts to "convert" the traffic to customers is of primary concern. After all, what good is a ton of traffic that leaves your site and buys from your competitors?

**For more information please visit  
<http://www.emarketingconcepts.com>**